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For immediate release

The clock is ticking for thousands of U.S. Live Events Small Businesses

Thousands of businesses contemplate closing as the pandemic wrecks a trillion-dollar market and legislators don't take action

Washington D.C. — The Live Events Coalition, along with its 24 independent state chapters, is sounding the alarm after recent polling results painted a very dire picture for its nearly 12 million American workers, and the mostly-small businesses they work for. Currently, most live events are shuttered, due to mandated shutdowns necessitated by the COVID-19 pandemic.

With federal relief efforts stalled and live event workers & businesses missing out on up to \$1 trillion in income due to COVID-19 shutdowns, the industry is finding that the majority of its businesses will go under in the coming months, unless the stalemated U.S. Congress is able to deliver the next relief package soon.

The Live Events Coalition recently surveyed businesses across the country, receiving over 1200 responses. "It's much worse than we had anticipated," said Laurie Sprouse, co-owner of a destination Management Company in Dallas, Texas, and Chair of the Texas Live Events Coalition. "Getting this kind of confirmation that our own realities are also being played out pretty much universally across the industry...well, it's sobering. We need help now, not later," Sprouse said.

The shocking truth that comes from asking just one question:

"How much longer can you hold on and keep your business afloat, without further aid from the government?"

- 7.44% My business has already folded.**
- 12.43% My business can make it less than another 30 days.**
- 27.56% My business can make it for 30 to 90 more days.**
- 20.85% My business can make it for 3 or 4 more months.**
- 27.06% My business can make it for 5 to 9 more months**
- 5.23% My business can make it from 9 months to more than a year.**
- 4.66% My business will not be undone by COVID-19.**

To see these survey results and many of the hundreds of accompanying pleas and comments from the events business owners and contractors who participated in it, please click [here](#).

“We were the first to shut down and we will be the last to reopen,” concluded Nancy Shaffer, owner of a D.C. event production company in D.C., and president of the Live Events Coalition. “We won’t be fully back until COVID-19 has an effective cure. We’ve been mandated to stand down our operations by our own states, and we’ve done it for the sake of Public Health. But so far, our industry has not gotten the forward motion we need from Congress to help us save our businesses and our employee’s jobs, so we’re asking the media and everyday people to help amplify our voices to let congress know how dire our situation really is.”

The Live Events Coalition and its chapters are asking congress to revisit legislation such as the PPP program with a focus on small business, a simplified and replenished EIDL and/or SBA 7A lending program, and an extension of the PUA assistance program. These measures would enable this industry, largely made up of small businesses, to still be around when our country wants to celebrate, because we will celebrate again.

“We aren’t looking for the easy way out. We want to work. But the businesses and careers we’ve struggled to build are inches from failure, as the end of the pandemic is not close enough for us to actually go *back* to work,” said Isaac Rothwell, founding member of the Live Events Coalition. “We need a bridge, one that doesn’t saddle us with debt and make returning to “normal” over the next year-plus totally improbable.”

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More information: You can learn more about Live Events Coalition here:
<https://www.liveeventscoalition.org/>

About The Texas Live Events Coalition

Created in response to the COVID-19 pandemic and its devastating impact on the live events industry, the Texas Live Events Coalition exists to provide advocacy, resources, and a network that connects and supports all of the businesses, contractors, and workforce that make up the events industry. In addition to offering support, the coalition calls attention to the catastrophic effects of COVID-19 on the business of live events and fights for inclusion in ongoing state and national conversations and supplemental Federal relief aid packages. For more information, please visit <https://www.texaslec.org/>